



WPEC
1100 Fairfield Dr
West Palm Beach, FL 33407

McLaughlin & Associates
566 S Rt 303
Blauvelt, NY 10913

Schedule Dates	10/18/12-10/27/12	Last Modified	10/24/12
Advertiser	Secure America Now (72893)	Entered By	Nancy Brutus
Agency	McLaughlin & Associates (9012)	CO-OP	No
Product	POLITICAL ISSUE (ns) (1187)	Headline #	06380848
Brand	SECURE AMERICA NOW (460017)	Demo	A35+R
Salesperson	TeleRep/DC, Washington DC (2995)	Order Type	Normal
Sales Office	TeleRep Washington DC	Package Deal	
Buyer Name	CAMPBELL, MARLANNE	Commission %	15.00
Phone/Fax	/	Commission	\$5,878.50
CPE	585	Net Total	\$33,311.50
Account Types	National/Political Issue Agency BRD	Sales Tax	
Billing Type	Weekly/Irregular		
Comments	SECURE AMERICA NOW ***** THIS IS A CASH IN ADVANCE SCHEDULE ***** SECURE AMERICA NOW		

By Broadcast Month	Spots	Rate
Oct. 2012	42	\$39,190.00
Grand Total:	42	\$39,190.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
12.0	Normal Line / SPOT (12)	10/18/12-10/19/12	3	:30	6p- 6:30p (EST)	3				X	X			2	\$1,125.00	\$2,250.00	West Palm Beach (WPEC)		10/17/12
12.0.1	Closed Preempt (12)	10/18/12															West Palm Beach (WPEC)	Exceeds Max Per Day/Exception -	
13.0	Normal Line / SPOT (13)	10/22/12-10/22/12	3	:30	6p- 6:30p (EST)	3								3	\$1,125.00	\$3,375.00	West Palm Beach (WPEC)		10/17/12
14.0	Normal Line / SPOT (14)	10/18/12-10/19/12	3	:30	6:30p- 7p (EST)	1			X	X				1	\$1,500.00	\$1,500.00	West Palm Beach (WPEC)		10/17/12
15.0	Normal Line / SPOT (15)	10/18/12-10/19/12	3	:30	7p- 7:30p (EST)	2			X	X				2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/17/12
16.0	Normal Line / SPOT (16)	10/22/12-10/22/12	3	:30	7p- 7:30p (EST)	1								1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/17/12
17.0	Normal Line / SPOT (17)	10/18/12-10/19/12	3	:30	11p- 11:30p (EST)	2				X	X			2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/17/12
18.0	Normal Line / SPOT (18)	10/22/12-10/22/12	3	:30	11p- 11:30p (EST)	2								2	\$1,300.00	\$2,600.00	West Palm Beach (WPEC)		10/17/12
19.0	Normal Line / SPOT (19)	10/20/12-10/20/12	3	:30	7p- 7:30p (EST)							1		1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/17/12
20.0	Normal Line / SPOT (20)	10/20/12-10/20/12	3	:30	11p- 11:30p (EST)							1		1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
21.0	Normal Line / SPOT (21)	10/21/12-10/21/12	3	:30	8a- 9a (EST)								1	1	\$375.00	\$375.00	West Palm Beach (WPEC)		10/17/12
22.0	Normal Line / SPOT (22)	10/21/12-10/21/12	3	:30	9a- 10:30a (EST)								1	1	\$1,675.00	\$1,675.00	West Palm Beach (WPEC)		10/17/12
23.0	Normal Line / SPOT (23)	10/21/12-10/21/12	3	:30	10:30a- 11:30a (EST)								1	1	\$950.00	\$950.00	West Palm Beach (WPEC)		10/17/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:

Date:

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Comments:



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Agency McLaughlin & Associates (9012)
Product POLITICAL ISSUE (ns) (1187)
Brand SECURE AMERICA NOW (460017)
Salesperson TeleRep/DC, Washington DC (2995)
Sales Office TeleRep Washington DC
Buyer Name CAMPBELL, MARIANNE
Phone/Fax /
CPE 585
Account Types National/Political Issue Agency BRD
Billing Type Weekly/Irregular
Comments SECURE AMERICA NOW
***** THIS IS A CASH IN ADVANCE SCHEDULE ***** , SECURE AMERICA NOW

Last Modified 10/24/12
Entered By Nancy Brutus
CO-OP No
Headline # 06380848
Demo A35+R
Order Type Normal
Package Deal
Commission % 15.00
Commission \$5,878.50
Net Total \$33,311.50
Sales Tax

By Broadcast Month Spots Rate
Oct. 2012 42 \$39,190.00
Grand Total: 42 \$39,190.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
24.0	Normal Line / SPOT (24)	10/19/12-10/19/12	3	:30	11P-11:35P (EST)						1			1	\$1,300.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
25.0	Normal Line / SPOT (25)	10/22/12-10/22/12	4	:30	6:30P-7P (EST)			1							\$640.00		West Palm Beach (WPEC)		10/17/12
25.0.1	Closed Preempt (25)	10/22/12															West Palm Beach (WPEC)	Sold Out/Exception -	
26.0	Normal Line / SPOT (26)	10/19/12-10/19/12	2	:30	4:30A-4:59A (EST)						1				\$100.00		West Palm Beach (WPEC)		10/17/12
26.0.1	Closed Preempt (26)	10/19/12															West Palm Beach (WPEC)	Sold Out/Exception - higher rates in breaks due to political and or adv	
27.0	Normal Line / SPOT (27)	10/22/12-10/22/12	2	:30	4:30A-4:59A (EST)			1						1	\$100.00	\$100.00	West Palm Beach (WPEC)		10/17/12
28.0	M/G For 3.0.1, 12.0.1, 25.0.1, 26.0.1 / Prime (29)	10/27/12-10/27/12	1	:30	10P- CBS-48 Hours (Saturday)							1		1	\$2,515.00	\$2,515.00	West Palm Beach (WPEC)		10/24/12

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: 6.28.12
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I, McLaughlin & Associates
do hereby request station time concerning the following issue:

American Security

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
WDEC #1394717					

Total Charges: \$ 39,190 ⁰⁰

This broadcast time will be used by: Secure America Now

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input checked="" type="checkbox"/> Yes	<input type="checkbox"/> No

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

President Barack Obama

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Secure America Now

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☒ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

Michael Hayes

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

6.28.12

Date

Signature

203.966.9757

Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted

☐ Accepted in Part

☐ Rejected

Lillie K. Roberts
Signature

Lillie K. Roberts
Printed Name

Sales Director
Title



RECORD OF REQUEST

FOR BROADCAST TIME BY OR ON BEHALF OF A
CANDIDATE FOR PUBLIC OFFICE OR AN ISSUE OF
PUBLIC IMPORTANCE

CANDIDATE/ISSUE: Secure America Now PARTY: _____

OFFICE/DESCRIPTION: Issue ELECTION DATE: 11/6/12

INQUIRY MADE BY: MARIONNE CAMPBELL
Candidate Manager Agency Committee (circle one)

ADDRESS: McLaughlin + Associates
566 S. Route 303
Blauvelt, NY 10913

PHONE: 845-365-2000 FAX: 845-365-2008

EMAIL: _____

Information Requested: Rates + Airtime

Final Disposition: Order Placed \$39,190⁰⁰

If Committee, list officers and position: _____

TAKEN BY: Cheryl Blair DATE: _____ TIME: _____
T'Rep / WASH.



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1.0	Normal Line / SPOT (1)	10/22/12-10/22/12	3	:30	6A-7A (EST)	2								2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
2.0	Normal Line / SPOT (2)	10/18/12-10/19/12	3	:30	6A-7A (EST)	2			X	X				2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
3.0	Normal Line / SPOT (3)	10/18/12-10/19/12	3	:30	12P-12:30P (EST)	3			X	X				2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
3.0.1	Closed Preempt (3)	10/18/12															West Palm Beach (WPEC)	Sold Out/Exception - higher rates in breaks due to political and/or adv	10/17/12
4.0	Normal Line / SPOT (4)	10/22/12-10/22/12	3	:30	12P-12:30P (EST)	3								3	\$650.00	\$1,950.00	West Palm Beach (WPEC)		10/17/12
5.0	Normal Line / SPOT (5)	10/18/12-10/19/12	3	:30	3P-4P (EST)	2			X	X				2	\$550.00	\$1,100.00	West Palm Beach (WPEC)		10/17/12
6.0	Normal Line / SPOT (6)	10/22/12-10/22/12	3	:30	3P-4P (EST)	1								1	\$550.00	\$550.00	West Palm Beach (WPEC)		10/17/12
7.0	Normal Line / SPOT (7)	10/18/12-10/19/12	3	:30	4P-5P (EST)	2			X	X				2	\$650.00	\$1,300.00	West Palm Beach (WPEC)		10/17/12
8.0	Normal Line / SPOT (8)	10/22/12-10/22/12	3	:30	4P-5P (EST)	1								1	\$650.00	\$650.00	West Palm Beach (WPEC)		10/17/12
9.0	Normal Line / SPOT (9)	10/22/12-10/22/12	3	:30	5P-5:30P (EST)	2								2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/17/12
10.0	Normal Line / SPOT (10)	10/18/12-10/19/12	3	:30	5P-5:30P (EST)	2			X	X				2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/17/12
11.0	Normal Line / SPOT (11)	10/18/12-10/19/12	3	:30	5:30P-6P (EST)	2			X	X				2	\$950.00	\$1,900.00	West Palm Beach (WPEC)		10/17/12

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